

*Enjoy the feel good taste of our famous granola bunches and sweet flakes! With our Sensible Soultion health rating, we can keep your heart healthy with just a bowl a day.*

*And look below for our new offer!↓*

The name of my cereal is HoneyBunches of Oats and the target market im approaching is target market #4 which consists of 17-42 year olds. These people appreciate a healthy breakfast option, and are willing to spend some money for quality and healthy cereal. The cereal is made up of golden flakes, honeyed oats and crunchy granola, with almonds available as the most popular flavor. We also provide strawberry, peach, cinnamon, and vanilla. These specific ingredients attract our target market, because of the healthier ingredients piled into one cereal. These are the better alternative to sugary, artificial cereals. In this ad, im showing the profile, and even the result of eating this cereal. The woman represents the ideal image of HoneyBunches, happy and healthy. It’s also an image appealing to those who aim to be the healthy type and the audience hopes to identify with the girl on the ad. In relation to the television advertisement, the slogan, “Eat Right, With Every Bite”, will be used again, but showing a different type of scenario with the same message: Healthy living. This advertisement also includes a “special offer coupon” which enables consumers to buy the cereal at a lower cost, just by reading the advertisement. This can attract the “bargain-hunters” of our target market. The basic animal instinct of the “reptilian hot button” is pressed by this advertisement by incorporating the simplest factor: physical attraction. The deep desire to be attractive to others can give consumer’s the impulse to buy a cereal that help self-image.